



## Privacy and cookie policy

Traffic Shop respects the privacy of all users of its site and ensures that the personal information you give us is kept confidential.

On 25<sup>th</sup> May 2018 the new General Data Protection Regulations (GDPR) come into force. Traffic-Shop has carefully amended its Privacy Policy to ensure that we fully comply with these new regulations. These new regulations, and therefore our application thereof, only relate to private individuals.

### 1. Identity of the vendor

We are Traffimex NV, trading as Traffic-Shop

Bredabaan 853  
2990 Wuustwezel (Gooreind)  
Belgium

E-mailaddress: [info@traffic-shop.be](mailto:info@traffic-shop.be)

Telephone: +32 (0)2 410 25 03

Companynumber: 0456 341 151

VAT number: BE 0456.341.151

### 2. What data do we keep and do we process?

As you will notice when you place an order with Traffic-Shop, we will only ask you for the absolute minimum of personal information:

- Your name
- Your address
- Your telephonenumber
- Your e-mail address
- Possibly a delivery address, when you ask us to deliver your order elsewhere

If, when you finalise your order, you tell us explicitly that you wish to receive our newsletters, we will remember that as well of course. When you don't tell us that you would like to receive them, we remember that as well to make sure that we don't send them to you.

### 3. What information is stored by third parties when you use our Webshop?

When you pay for your order by debit or credit card, Paypal or Ideal, your payment is being processed by Mollie, our financial services provider. Mollie, within the meaning of the new regulations, is itself a independent responsible controller of data and ensures itself that it complies with the regulations. You can find all the necessary information at:

<https://www.mollie.com/en/privacy>

Traffic-Shop uses Lightspeed software as its Webshop IT system. Lightspeed is, within the meaning of the new regulations, a processor. On 28<sup>th</sup> May 2018 we entered into a processor agreement with Lightspeed, as required by the new regulations. You can find the relevant information on:

<https://www.lightspeedhq.com/gdpr/>

Traffic Shop uses Google Analytics cookies to optimise its Webshop. Here the new regulations have also an impact. To ensure that Traffic Shop complies with these requirements, we have followed specialised advice.

We can therefore confirm that we have entered into with a processor agreement with Google on 7<sup>th</sup> May 2018, that we have ensured that your IP address will be masked, that we share no other data with Google other than data necessary to resolve technical issues if and when they arise and that we use no other Google services in conjunction with Google Analytics cookies.

#### **4. Traffic Shop uses the collected data to its clients the following services:**

- If you place an order, we need your name, e-mail address, delivery address and payment information to process your order and keep you informed of its progress.
- To make shopping at Traffic Shop as pleasant as possible, we store with your consent personal information and details regarding your order and the use of our services. This allows us to personalize the website.
- We use your email address to inform you about developments on the site, special offers and/or promotions. If at any point, you are no longer interested in receiving this information, you can unsubscribe yourself on our website or through the link which is always included in our marketing mails. You may also request us to delete you from mailing list by sending an e-mail to [info@traffic-shop.be](mailto:info@traffic-shop.be) .
- If you place an order with Traffic Shop you can open an account and in such case, we will keep your data on a secure server. You can specify a username and password so that your name and address, telephone number, email address, shipping and payment information is stored and you will no longer be required to provide this information with your next order.
- Information about the use of our site and the feedback we receive from our visitors help us to further develop and improve our site.
- If you decide to write a review, you can choose whether or not you add your name or other personal information. We are curious about the opinions of our visitors, but reserve the right not to publish your comments.
- If you respond to a promotion or contest, we ask your name, address and email address. We use this information to fulfill the promotion, to announce the winner (s), and to measure the response to our marketing campaigns.

- If required by law we may divulge the information you provided to a public authority when asked by an authorised body to do so.

## **5. How long do we store your personal data?**

The information you provide us with when you order at Traffic Shop is kept for the duration necessary to execute our contractual obligations under our agreement with you.

Your anonymous information that is stored by Google Analytics is stored for 14 months, which is the minimum period we could chose.

The information you provide to Mollie when you pay for your order is kept no longer than is required by law. You can find out more on: <https://www.mollie.com/en/privacy>

## **6. Your right of access to, rectification of or removal of your personal data**

You have the right to consult free of charge your personal data at any time, to rectify or modify them, by sending an email to [info@traffic-shop.be](mailto:info@traffic-shop.be) or by letter, providing in attachment a copy of your identity card. You can find our postal address on our website and in our General Terms and Conditions.

You also have the right to ask us to remove your data from our systems. To do so you send us an email or letter (see above) also providing us with a copy of your identity card. We will do the necessary immediately upon receiving your request.

You are entirely free whether or not you communicate your personal data to Traffic-Shop. However, you must be aware that some services may be refused if you do not complete your personal data on the order form and that you are the only person responsible for providing us with the correct information you provide to Traffic-Shop.

## **7. Your right to object**

You may exercise your right to object to the processing of your personal data, including profiling, if you consider that serious and legitimate reasons exist to do so, by sending an email to [info@traffic-shop.be](mailto:info@traffic-shop.be) . However, you cannot object against the processing of your personal data if this processing is essential to the fulfillment of our contractual obligations to you.

## **8. Your right to issue a complaint against us with the Commission for the protection of privacy**

Naturally we prefer you to contact us first when you believe there is a problem. We will do everything we can to resolve such issue. However, if you believe that further action is required then you can contact the Commission for the protection of privacy.

*Data Protection Authority*

*Drukpersstraat 35, 1000 Brussel,*

*Tel +32 (0)2 274 48 00, Fax +32 (0)2 274 48 35, e-mail: [contact@apd-gba.be](mailto:contact@apd-gba.be)*

This does not affect your statutory rights. In the event that you have suffered loss or damage as a result of the processing of your personal details by us, you have the right to claim for compensation.

## **9. Traffic-Shop does not sell on your personal data – Right of transfer**

Traffic Shop will not sell your personal information to third parties and will only make them available to third parties that are involved in processing your order. Our employees and third parties involved in the fulfillment of your order are obliged to respect the confidentiality of your information.

You have the right to ask us to transfer your personal details in a structured, usual and machine processable format. You may address your request for transfer of these details by mail with all the necessary information of the addressee. We will always process your request without undue delay.

## **10. Security and confidentiality**

Traffic-Shop has developed technically and organizationally appropriate security measures in order to avoid the destruction, loss, forgery, modification, forbidden access and/or mistaken communication to third parties as well as every other unauthorized processing of the collected personal data.

Traffic-Shop can never be held liable for any direct or indirect damage that may result from wrong or illegal use of personal data by a third party.

We would draw your attention to the fact that our web shop may include links, hyperlinks or references to other websites, that are not controlled or managed by Traffic-Shop and to which this Privacy Policy does not apply. Traffic-Shop cannot be held liable for the content of these websites, or for the offers, products and services offered by them. We would advise you to carefully read the Privacy Policy of every website that you visit, given that these rules can differ from our own Privacy Policy.

## **11. Cookies**

A “cookie” is a small text file that we store in your browser or on your computer’s hard drive. This way we can remember your preferences when visiting our website.

Traffic-Shop uses cookies and similar technologies to distinguish your preferences from those of other users of our web shop. This allows us to offer you a better experience when you visit our web shop and to optimise our web shop in the meantime.

Cookies and similar technologies do not allow to systematically collect data that enable us to identify the users of our website. They only allow us to improve the operation of our web shop, to understand the interests of its users and to measure the effectiveness of the content of our web shop.

As a result of recent amendments of the law, all websites focusing on certain parts of the European Union are obligated to ask for your permission in order to use or save cookies and similar technologies on your computer or mobile devices.

You can block the use of cookies by choosing the appropriate settings in your browser. However, when using your browser settings to block cookies, it is possible that you experience difficulties in accessing certain parts or using certain functionalities of our web shop.

For further information about this Cookie Policy you can contact us at [info@traffic-shop.be](mailto:info@traffic-shop.be) .

## **12. Applicable law and jurisdiction**

This Privacy Policy is governed by Belgian law and shall be interpreted and executed in accordance with Belgian law, which exclusively applies to every potential dispute.

The courts of Brussels, whose proceedings are conducted in the Dutch language, are exclusively competent to adjudicate on any matter arising from the interpretation or the execution of the present Privacy Policy.

## **13. Agreement**

By using the Traffic-Shop, you agree to all the clauses of our Privacy Policy and give your consent for Traffic-Shop to collect and process your personal data in accordance with this Privacy Policy.